

Silverstone Circuit Comments
Freepost RRLY-GUSZ-EUYY
Silverstone Circuit Comments
5th Floor, The Pithay
Bristol
BS1 2NL

23 November 2007

Dear Sir/Madam,

SILVERSTONE DRAFT DEVELOPMENT BRIEF

Thank you for the opportunity to comment on the Silverstone Draft Development Brief.

Given its local, regional and national economic significance, the Assembly strongly supports the need to ensure the viability of the Silverstone Circuit and current motor racing activities and to promote and develop its important role as an automotive and high technology cluster. We therefore welcome the production of a joint development brief between South Northamptonshire Council and Aylesbury Vale District Council to guide future development at Silverstone. The following officer comments relate primarily to those elements of the brief that fall within the Aylesbury Vale District Council area and hence the South East region.

We support the proposals to retain and improve the motor sport and spectator facilities and for a new 'hub' and welcome centre, which are in accordance with Policy TSR3 of the draft South East Plan (2004).

The draft South East Plan looks to urban areas as the prime focus for new development. The enabling development of a business park and associated parking to the west of Dadford Road would involve the development of a greenfield site, albeit located close to the existing defined Silverstone Employment Area, identified as an employment site in the countryside in the adopted Local Plan.

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The brief is not altogether clear as to the types of businesses envisaged, stating at one point that the business park will provide key support space for production, technical and motor sport related uses, but elsewhere indicating that it will provide support space for the community of uses (which includes hotels, leisure, retailing and conferencing) and to 'cutting edge logistics space' with B8 storage as the predominant use. However, provided that the district council is satisfied that there is sufficient evidence to justify the release of this greenfield site, that any future floorspace is to meet the employment needs of the local economy and workforce and that appropriate measures to encourage access by non-car modes can be secured, regional economic policy objectives would be met.

The proposed education campus and associated student accommodation could potentially contribute to providing training and education opportunities and developing skills and this would support draft South East Plan objectives. However, it too could generate significant transport movements and the district council should be satisfied that this location is appropriate. We consider that hotel accommodation would be directly related to this particular location and as such would be in accordance with Policy TSR5 of the draft Plan.

As the brief acknowledges, accessibility to Silverstone and the overall potential traffic generation and impact of the proposed land uses are significant issues. An appropriate package of infrastructure and other measures to promote alternatives to the car and encourage walking, cycling and the use of public transport, will need to be secured for each phase of the development to ensure that it is as sustainable as possible. The brief sets a requirement for a series of technical studies that will need to be undertaken as part of an integrated Transport Assessment to inform the subsequent outline application for the entire site and the aims for a comprehensive travel plan to minimise the traffic generated by the overall development. However, it would be helpful if the investment that would be needed for supporting transport infrastructure and other measures to reduce car dependency were to be broadly identified before the brief is adopted.

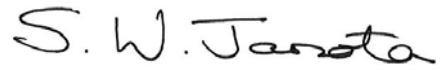
Given its rural location, we support the need to secure appropriate mitigation measures to ensure that development proposals do not conflict with the aim of protecting and enhancing the landscape character of the area. We also support the incorporation of water and energy efficiency measures and the promotion of renewable energy and sustainable construction.

For the elements of the brief that fall outside of the South East region, we refer you to the comments made by the East Midlands Regional Assembly.

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If you require any further information, please contact Sue Janota on 01483 555238 or suejanota@southeast-ra.gov.uk.

Yours faithfully,

A handwritten signature in black ink that reads "S. W. Janota". The letters are cursive and connected, with a distinct flourish at the end of the word "Janota".

Sue Janota
Regional Planner